

SWOT Analysis Results – MAJOR ISSUES

At the October 16th workshop, participants were asked to perform a SWOT analysis. A SWOT analysis is a planning tool that is used to identify a community's strengths, weaknesses, opportunities, and threats. The results from this exercise have been organized into "major issues" (themes) that will serve as the basis for the community's goals. The results of this process are outlined below.

Environment & Natural Areas

Prioritized Elements	Brainstorming Ideas
<p>Strengths</p> <ul style="list-style-type: none"> Balance, quality of life, beauty of environment/nature Wildlife preservation Beauty of the area (natural resources, etc) Green space; Airlie Gardens Trees and wildlife (birds, squirrels, insects, etc) Airlie Gardens <p>Weaknesses</p> <ul style="list-style-type: none"> Environmental law enforcement Deteriorating water quality Runoff pollution <p>Opportunities</p> <ul style="list-style-type: none"> Parks Improved water quality Vacant Westbrook property for park <p>Threats</p> <ul style="list-style-type: none"> Water quality degradation Stormwater runoff Uncontrolled use of marsh area Water issues (comprehensive) 	<p>Strengths</p> <ul style="list-style-type: none"> Clean water Lots of water Nature preserve <p>Weaknesses</p> <ul style="list-style-type: none"> Lack of open space, parks Unkempt open spaces <p>Opportunities</p> <ul style="list-style-type: none"> Preservation of sensitive areas Preservation of open vistas Comprehensive plan on how to improve and maintain water quality Low impact development to improve water quality and runoff (new development and retrofitting existing development) Preservation of green space

Access to Water

Prioritized Elements	Brainstorming Ideas
<p>Strengths</p> <ul style="list-style-type: none"> Access to water and beach Proximity to waterway, Wrightsville Beach, Bradley Creek Waterways <p>Weaknesses</p> <ul style="list-style-type: none"> Lack of public access to water (e.g. via Airlie Gardens) <p>Opportunities</p> <ul style="list-style-type: none"> Water access <p>Threats</p> <ul style="list-style-type: none"> Water issues (comprehensive) 	<p>Strengths</p> <ul style="list-style-type: none"> Near marinas and boat facilities Water views Fishing <p>Weaknesses</p> <ul style="list-style-type: none"> Use of waterway <p>Opportunities</p> <ul style="list-style-type: none"> Expansion of boat ramp Kayak launch at Airlie Gardens

Historic Resources

Prioritized Elements	Brainstorming Ideas
<p>Strengths</p> <ul style="list-style-type: none"> Historic resources <p>Opportunities</p> <ul style="list-style-type: none"> Historic preservation Preserve Airlie Gardens and Oak Point Farms <p>Threats</p> <ul style="list-style-type: none"> Airlie Gardens protected – threat to sell Taking away farmland designation from Oak Point Farms property 	<p>Strengths</p> <ul style="list-style-type: none"> St Andrew's On-the-Sound Airlie Gardens Oak Point Farms Airlie Road <p>Opportunities</p> <ul style="list-style-type: none"> Historic district Preservation of the area Designate historic sites Designate all historic structures as such to protect them

Bicycle & Pedestrian Facilities

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of pedestrian and bicycle facilities • Incomplete cross-city trail <p>Opportunities</p> <ul style="list-style-type: none"> • Bicycle and walking paths • Extend Bridge Tender walkway, add public benches to walkway 	<p>Strengths</p> <ul style="list-style-type: none"> • Trails • Can walk most places • Sidewalks and bike paths <p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of bike paths, quality of current walkways to the beach • Bike lane infrastructure • No crosswalks on Military Cutoff and Eastwood roads • No sidewalk on Airlie Road • Lack of connecting sidewalks • No bicycle and pedestrian crossing at Eastwood and Military Cutoff roads • Dangerous to bicycle on Airlie Road • Lack of crosswalk signs <p>Opportunities</p> <ul style="list-style-type: none"> • More interconnected waterfront • Summer Rest trail connection • Continue cross-city trail • Bike access to Airlie Gardens via cross-city trail • Sidewalks at “downtown” Airlie Road • Interconnected bicycle and walking trails • Walking trails

Character (Sense of Place)

Prioritized Elements	Brainstorming Ideas
<p>Strengths</p> <ul style="list-style-type: none"> • Peaceful, tranquility, quaint, small, simple • Zoning classification (R-20) • Low-key sense of pride • Low-density <p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of planning and zoning to preserve Airlie views <p>Opportunities</p> <ul style="list-style-type: none"> • Design guidelines • Define how commercial should look, parameters that fit area <p>Threats</p> <ul style="list-style-type: none"> • Height, density and over-development • Palm trees • High-rise development • 	<p>Strengths</p> <ul style="list-style-type: none"> • Small scale, good trees • Quality of life • Neighborhood feeling • Majestic trees • Size of area • Diverse housing, culture, commercial, population • Lovely homes • Lumina Station – excellent architecture for commercial • Live oaks • Airlie Road • Attractive development (e.g. Lumina Station, Raphaela's) <p>Weaknesses</p> <ul style="list-style-type: none"> • No consistency in signage • DOT area just west of bridge aesthetically unappealing <p>Opportunities</p> <ul style="list-style-type: none"> • Establish an identity for the community • Development with vision • Control building heights • Zoning to protect what's good, including density and height <p>Threats</p> <ul style="list-style-type: none"> • Potential higher densities • Undeveloped single-family lots

Traffic & Transportation

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> Traffic issues Traffic congestion Condition of roadways Parking at the Airlie curve Allens Lane standards, conditions Lack of traffic control at Allens Lane, Shell Station, Lumina Commons Speed of traffic Neighborhood connectivity <p>Opportunities</p> <ul style="list-style-type: none"> Dirt roads are paved Airlie Road redevelopment (one-way, cars, multi-use path) Make Airlie Road one-way from Eastwood Road to Military Cutoff Road Access to Wrightsville Beach <p>Threats</p> <ul style="list-style-type: none"> Increased traffic as a result of nearby developments along Eastwood Road Traffic (Summer Rest and Airlie roads) High-rise bridge to Wrightsville Beach 	<p>Strengths</p> <ul style="list-style-type: none"> Scenic byway (Designation in 2012) <p>Weaknesses</p> <ul style="list-style-type: none"> Transit connectivity to rest of county Military Cutoff Road congestion Traffic back up at Intracoastal Waterway bridge Narrow stretch near sound under trees, not enough right-of-way for improvements Ignoring Military Cutoff Road, think access loop, traffic, water runoff Airlie Road traffic <p>Opportunities</p> <ul style="list-style-type: none"> Comprehensive plan on how to manage increase in traffic resulting from Eastwood Road developments Possibility of traffic circles on Eastwood Road (like Mayfaire), less expensive than maintaining traffic lights Review Airlie Road traffic patterns and options Lower speed limit on Wrightsville Avenue Small trolley line connecting Galleria, Mayfaire, and Wrightsville Beach. <p>Threats</p> <ul style="list-style-type: none"> Lack of connectivity

Convenient Mix of Uses

Prioritized Elements	Brainstorming Ideas
<p>Strengths</p> <ul style="list-style-type: none"> Vibrant mix of commercial, residential, historic and natural Self contained; close proximity to daily needs Current commercial Easy access to shops, grocery, restaurants (within walking and biking distance) Neighborhood amenities and diversity <p>Weaknesses</p> <ul style="list-style-type: none"> Commercial: Galleria, Babies Hospital; no office supply store or Whole Foods; commercial respecting natural environment <p>Opportunities</p> <ul style="list-style-type: none"> Farmers' market; voluntary agricultural district 	<p>Strengths</p> <ul style="list-style-type: none"> Everything in arm's reach, good balance Restaurants and shops Variety of resources throughout village-type neighborhood Good blend of residential and commercial interests Variety of services, retail and restaurants Convenience through neighborhood Shops <p>Opportunities</p> <ul style="list-style-type: none"> Accessible stores, offices (close at hand) Vibrant mix of commercial, residential, and natural

Infrastructure (water, sewer, stormwater, power)

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> Flooding Public and private utilities Lack of power assurances in event of disaster Age of sewer Roads and drainage <p>Opportunities</p> <ul style="list-style-type: none"> Improve storm drains Improve power system, underground <p>Threats</p> <ul style="list-style-type: none"> Stormwater management Flooding Overloading sewers 	<p>Weaknesses</p> <ul style="list-style-type: none"> Water runoff Inadequate storm drainage <p>Threats</p> <ul style="list-style-type: none"> Hurricanes

Community Involvement

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> Not enough support from Wilmington Police Department <p>Opportunities</p> <ul style="list-style-type: none"> Community involvement – strength and concept of unity; it is up to us Revisit neighborhood organization 	<p>Strengths</p> <ul style="list-style-type: none"> Community unity, involvement to stop development Sense of pride in owners and residents Safety <p>Weaknesses</p> <ul style="list-style-type: none"> Not taking action <p>Opportunities</p> <ul style="list-style-type: none"> Continue and foster community involvement and common voice

Development & Redevelopment

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> We do not ensure new development does not impact off-site areas in terms of parking <p>Opportunities</p> <ul style="list-style-type: none"> Limit new commercial and retail development until current commercial and retail usage rates improve Potential for redevelopment Location of mixed-use development Galleria revival Encourage tourism <p>Threats</p> <ul style="list-style-type: none"> Redevelopment of Brithaven, Babies Hospital, Galleria, vacant lots 	<p>Weaknesses</p> <ul style="list-style-type: none"> Lack of retail space utilization <p>Opportunities</p> <ul style="list-style-type: none"> Redevelopment of Babies Hospital site compatible with goals of Wrightsville Sound community Redevelopment of Brithaven Alternate use for current unused commercial space Incentives to draw businesses and mixed-use developments <p>Threats</p> <ul style="list-style-type: none"> Too much vacant commercial space Underutilized of commercial areas (tax revenue) Wrightsville Beach's commercial property

Regulatory Issues

Prioritized Elements	Brainstorming Ideas
<p>Weaknesses</p> <ul style="list-style-type: none"> Zoning code loopholes and challenges Multi-jurisdictional zoning authority <p>Opportunities</p> <ul style="list-style-type: none"> What happens at Wrightsville Beach gateway Enforce planning staff decisions Improved regulatory environment (zoning, building heights, signage, environment) Review 1983 plan <p>Threats</p> <ul style="list-style-type: none"> Over-reaching regulatory environment Allowing less than 2 parking spaces per unit, lack of parking 	<p>Weaknesses</p> <ul style="list-style-type: none"> Zoning, environment, preservation Zoning law does not require sufficient parking in multi-family developments Zero lot line developments should be prohibited in areas zoned R-15 and R-20 Lack of code and law enforcement Protection of existing zoning Lack of enforcement of sign ordinance <p>Opportunities</p> <ul style="list-style-type: none"> Create a zoning classification for property that would prohibit any development Change existing zoning for buildings blocking water view Litter control <p>Threats</p> <ul style="list-style-type: none"> Multi-family residential use should be prohibited in areas zoned R-15 and R-20 Overzealous law enforcement on water Zero lot line developments Property taxes too high for small businesses "We can't afford it"